

The Unz Review • An Alternative Media Selection

A Collection of Interesting, Important, and Controversial Perspectives Largely Excluded from the American Mainstream Media

Very Encouraging Website Traffic

RON UNZ • AUGUST 17, 2023 • 900 WORDS • [LEAVE A COMMENT](#)

It's been nearly a year since I last updated the SimilarWeb traffic metrics for our own website and eighty-odd others, so I spent a couple of hours doing that. Here's the chart, showing the totals for July, ranked by total Pageviews. Most of the other websites listed are alternative outlets, but I also included a few mainstream ones for comparison purposes.

Publication	Pageviews	Total Visits	Total Hours	Bounce%	Time/V	Pgs/V
ZeroHedge	99,029,000	30,100,000	2,600,306	45.02	5:11	3.29
The Epoch Times	56,952,000	25,200,000	2,303,000	58.22	5:29	2.26
National Review	18,711,000	8,100,000	486,000	58.12	3:36	2.31
Daily Caller	17,933,000	7,900,000	337,944	58.28	2:34	2.27
Infowars	14,460,000	6,000,000	340,000	47.32	3:24	2.41
Daily Stormer	11,235,000	2,100,000	284,083	24.81	8:07	5.35
Jacobin Magazine	9,936,000	4,800,000	258,667	58.40	3:14	2.07
Reason Magazine	8,778,000	3,800,000	168,889	64.74	2:40	2.31
The Unz Review	8,505,000	2,700,000	204,750	40.81	4:33	3.15
LewRockwell	7,904,000	1,900,000	282,889	39.72	8:56	4.16
Unherd	7,242,000	3,400,000	122,778	62.63	2:10	2.13
Alternet	6,980,000	2,000,000	133,333	46.89	4:00	3.49
Foreign Policy	6,574,000	3,800,000	90,778	71.35	1:26	1.73
Moon of Alabama	6,330,000	3,000,000	104,167	56.90	2:05	2.11
Conservative Treehouse	5,712,000	2,800,000	175,000	53.52	3:45	2.04
Prager U	5,475,000	2,500,000	115,972	62.58	2:47	2.19
Lifesite News	5,208,000	2,400,000	104,667	59.50	2:37	2.17
The Daily Sceptic	4,807,000	1,900,000	78,639	52.75	2:29	2.53
New Republic	4,698,000	2,900,000	64,444	70.11	1:20	1.62
VoxDay	4,416,000	2,300,000	142,472	56.46	3:43	1.92
Marginal Revolution	4,326,000	2,100,000	118,417	56.86	3:23	2.06
The Intercept	4,077,000	2,700,000	56,250	75.44	1:15	1.51
American Renaissance	4,008,628	789,100	73,649	38.76	5:36	5.08
Mother Jones	3,542,000	2,200,000	52,556	69.18	1:26	1.61
The Nation	3,325,000	1,900,000	41,167	70.27	1:18	1.75
Tablet Magazine	3,152,000	1,600,000	56,889	68.85	2:08	1.97
Asia Times	3,056,000	1,600,000	43,111	65.35	1:37	1.91
American Greatness	2,955,000	1,500,000	58,750	65.69	2:21	1.97

<u>Childrens Health Defense</u>	2,592,000	1,200,000	39,333	63.69	1:58	2.16
<u>The American Conservative</u>	2,398,000	1,100,000	29,333	65.86	1:36	2.18
<u>Counter-Currents</u>	2,295,536	541,400	50,982	49.19	5:39	4.24
<u>Global Research</u>	2,250,440	886,000	42,823	57.77	2:54	2.54
<u>CounterPunch</u>	2,168,000	800,000	52,444	58.70	3:56	2.71
<u>World Socialist Website</u>	2,041,000	1,300,000	29,972	73.55	1:23	1.57
<u>VoltaireNet</u>	1,985,038	784,600	17,654	60.41	1:21	2.53
<u>City Journal</u>	1,920,000	1,200,000	28,333	74.61	1:25	1.60
<u>SPLC</u>	1,888,600	994,000	23,746	72.14	1:26	1.90
<u>Rense.com</u>	1,620,136	826,600	50,974	68.28	3:42	1.96
<u>Signs of the Times</u>	1,615,999	744,700	34,546	54.50	2:47	2.17
<u>The Brownstone Institute</u>	1,536,860	668,200	49,187	47.72	4:25	2.30
<u>Naked Capitalism</u>	1,466,520	606,000	42,420	43.18	4:12	2.42
<u>Takimag</u>	1,350,193	477,100	27,698	40.96	3:29	2.83
<u>Current Affairs</u>	1,325,467	523,900	32,307	63.89	3:42	2.53
<u>Antiwar.com</u>	1,303,868	559,600	26,892	59.84	2:53	2.33
<u>The Right Stuff</u>	1,292,976	350,400	30,855	35.44	5:17	3.69
<u>Strategic Culture</u>	1,210,320	504,300	19,051	57.57	2:16	2.40
<u>VDare</u>	1,197,342	350,100	17,797	46.69	3:03	3.42
<u>The Cradle</u>	1,112,714	424,700	20,645	67.82	2:55	2.62
<u>Harpers</u>	1,031,295	523,500	18,759	70.52	2:09	1.97
<u>The Grayzone</u>	964,816	513,200	13,115	59.28	1:32	1.88
<u>StormFront</u>	948,495	170,900	14,954	43.85	5:15	5.55
<u>Consortium News</u>	853,578	431,100	11,137	65.26	1:33	1.98
<u>The Duran</u>	796,240	296,000	19,404	48.35	3:56	2.69
<u>Quillette</u>	639,360	444,000	21,830	53.33	2:57	1.44
<u>Occidental Observer</u>	635,253	218,300	13,947	52.12	3:50	2.91
<u>Commentary Magazine</u>	633,150	281,400	9,849	65.62	2:06	2.25
<u>Nation of Islam</u>	622,635	154,500	13,519	43.57	5:15	4.03
<u>The Baffler</u>	527,828	269,300	8,677	63.41	1:56	1.96
<u>Information Clearinghouse</u>	481,200	200,500	10,359	56.24	3:06	2.40
<u>Off Guardian</u>	402,720	167,800	5,220	50.94	1:52	2.40
<u>In These Times</u>	379,620	222,000	7,832	72.51	2:07	1.71
<u>Renegade Tribune</u>	365,660	155,600	9,250	60.17	3:34	2.35
<u>Chronicles</u>	362,490	168,600	6,650	51.51	2:42	2.15
<u>Mintpress News</u>	361,190	190,100	5,439	68.78	1:43	1.90
<u>CounterCurrents.org</u>	354,956	181,100	3,672	76.62	1:13	1.96
<u>MondoWeiss</u>	341,979	141,900	3,548	65.88	1:30	2.41

Paul Craig Roberts	336,810	163,500	5,677	56.97	2:05	2.06
Swiss Propaganda	262,122	110,600	4,363	60.81	2:22	2.37
Culture Wars	255,606	67,800	7,759	34.67	6:52	3.77
TruthDig	239,922	148,100	4,854	71.39	1:58	1.62
Vineyard of the Saker	174,326	86,300	2,325	58.80	1:37	2.02
Red Ice	172,406	69,800	2,986	44.52	2:34	2.47
WhoWhatWhy	144,150	96,100	3,043	68.41	1:54	1.50
National Justice	131,175	47,700	3,286	49.55	4:08	2.75
Veterans Today	106,196	55,600	1,838	62.28	1:59	1.91
Occidental Dissent	105,711	50,100	1,058	63.18	1:16	2.11
Op Ed News	101,752	32,200	966	53.19	1:48	3.16
Tom Woods	76,109	40,700	882	62.88	1:18	1.87
TomDispatch	72,504	47,700	729	66.76	0:55	1.52
IHR	70,140	33,400	4,537	36.97	8:09	2.10
Dissident Voice	46,980	26,100	631	56.32	1:27	1.80
Russia Insider	28,951	22,100	982	63.15	2:40	1.31
Anti-Empire	10,488	13,800	280	57.93	1:13	0.76

Overall, the results were quite encouraging, even surprisingly so, especially after I consider the shifts since [the September 2022 totals](#).

Our Pageview totals had increased by about 50% in the last year, with hours spent on the website rising by 60%. Meanwhile, some of the largest websites had actually suffered considerable declines, with *ZeroHedge* losing one-third of its traffic while *InfoWars* and *The Daily Stormer* both declined almost 40%, hardly surprising given the massive campaign of suppression against them. But the traffic to many other websites dropped as well, and as a consequence, we rose from the 17th spot on this particular list to the 9th, vying with *Reason Magazine* in total Pageviews and easily exceeding it in hours spent.

Some of the other comparisons were equally remarkable. Last year we had less than one-quarter the traffic of *National Review* and less than one-third that of *The Daily Caller*; but combination of their declines and our rise has now given us nearly half their monthly traffic each case. I'd certainly never expected we'd reach such a large fraction of the readership at either of those two large mainstream conservative publications.

Similarly, I was quite surprised to see that we'd pulled far ahead of such an influential establishmentarian outlet as *Foreign Policy*, while also getting far more Pageviews than the combined total for *The New Republic* and *The Nation*, two of America's oldest publications, whose histories stretch back more than a century. And We're now getting roughly four times the traffic of either *The American Conservative* or *CounterPunch*, while accumulating seven times the hours spent at the former.